

System and Methods for Providing a Multi-Merchant Loyalty Program

Abstract

5 The invention provides a loyalty system for awarding incentives to a customer based on a multi-merchant loyalty system. The loyalty system includes a master loyalty program associated with the multi-merchant loyalty system, at least one merchant specific loyalty program associated with the multi-merchant loyalty system, a means for providing a merchant access to the multi-merchant loyalty system, and a means for providing a customer choice of an incentive. In addition, the invention provides a method for promoting merchant loyalty. The method defines a master loyalty program for a multi-merchant loyalty system, registers a merchant specific loyalty program for the multi-merchant loyalty system, and provides a merchant access to the multi-merchant loyalty system.